

Message Text

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63

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-02 INR-07 L-02

NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 USIA-15 IO-10

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R 111700Z MAR 75

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 8427

INFO AMEMBASSY SANTIAGO

UNCLAS MONTEVIDEO 801

E.O. 11652: N/A

TAGS: PFOR, UY

SUBJ: MEDIA COVERAGE OF ROGERS' VISIT, FIRST IMPRESSIONS

1. ASSISTANT SECRETARY ROGERS' VISIT TO MONTEVIDEO RECEIVED VERY HEAVY MEDIA COVERAGE. RADIO AND TELEVISION BROADCASTS INCLUDED HIS READING, IN SPANISH, OF ARRIVAL STATEMENT AND ALL THREE MORNING DAILIES FRONT PAGED SPACE AND PICTURES OF THE VISIT.
2. EL PAIS CARRIED THREE PICTURES AND TWO ARTICLES ON FRONT PAGE. FIRST STORY UNDER HEADLINE OF "ROGERS LAID OUT NEW BASIS FOR THE DIALOBUE; BLANCO REITERATED URUGUAY'S FIRM POSITION ON CUBA", SAID THAT ROGERS DISCUSSED THE APPLICATION AND REPERCUSSIONS OF THE TRADE ACT, THE DESIGNATION OF A NEW OAS SECRETARY GENERAL, THE DEROGATION OF THE CUBA SANCTIONS, A NEW BASIS FOR CONTINUING THE NEW DIALOGUE, AND THE RENEWAL OF NEGOTIATIONS ON THE TRANSFER OF TECHNOLOGY. OTHER ARTICLE WAS QUOTE OF ARRIVAL STATEMENT.
3. EL DIA HEADLINED "ROGERS MET WITH BORDABERRY AND BLANCO." THE ARTICLE, WHICH IS SUBTITLED "VALUABLE WORKING SESSION" AND "KISSINGER'S LATIN AMERICA TRIP WAS NOT A THEME OF DISCUSSION," EMPHASIZED ROGERS' BUSY SCHEDULE. INSIDE STORY, WITH FOUR PICTURES, DESCRIBED SCHEDULE IN DETAIL.

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4. LA MANANA FRONT PAGED TWO PICTURES WITH A LONG CAP-

TION WHICH STATED THAT ROGERS PARTICIPATED IN "IMPORTANT DELIBERATIONS." INSIDE STORY WITH TWO PICTURES APPEARS UNDER TITLE "ROGERS ANALYZES INTER-AMERICAN RELATIONS IN MONTEVIDEO" AND SUBTITLE "POSSIBLE VISIT OF KISSINGER NOT DISCUSSED."

5. COMMENT: NO EDITORIAL COMMENT HAS APPEARED YET BUT THE TONE OF STORIES IS POSITIVE, WITH THE ASSISTANT SECRETARY COMING ACROSS AS A VERY SIMPATICO, VERY ENERGETIC INDIVIDUAL.

SIRACUSA

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